

Fig. 1

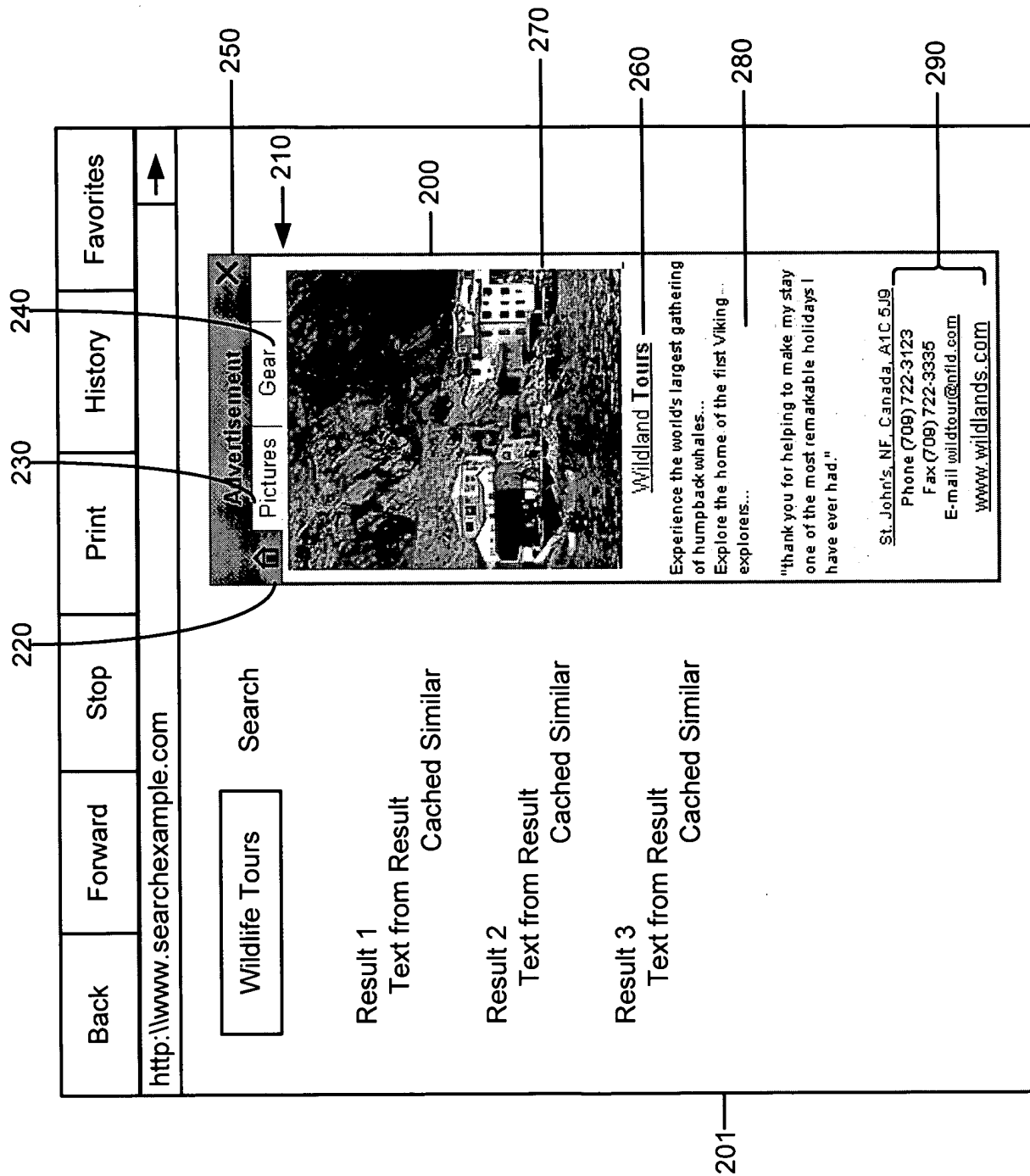


Fig. 2

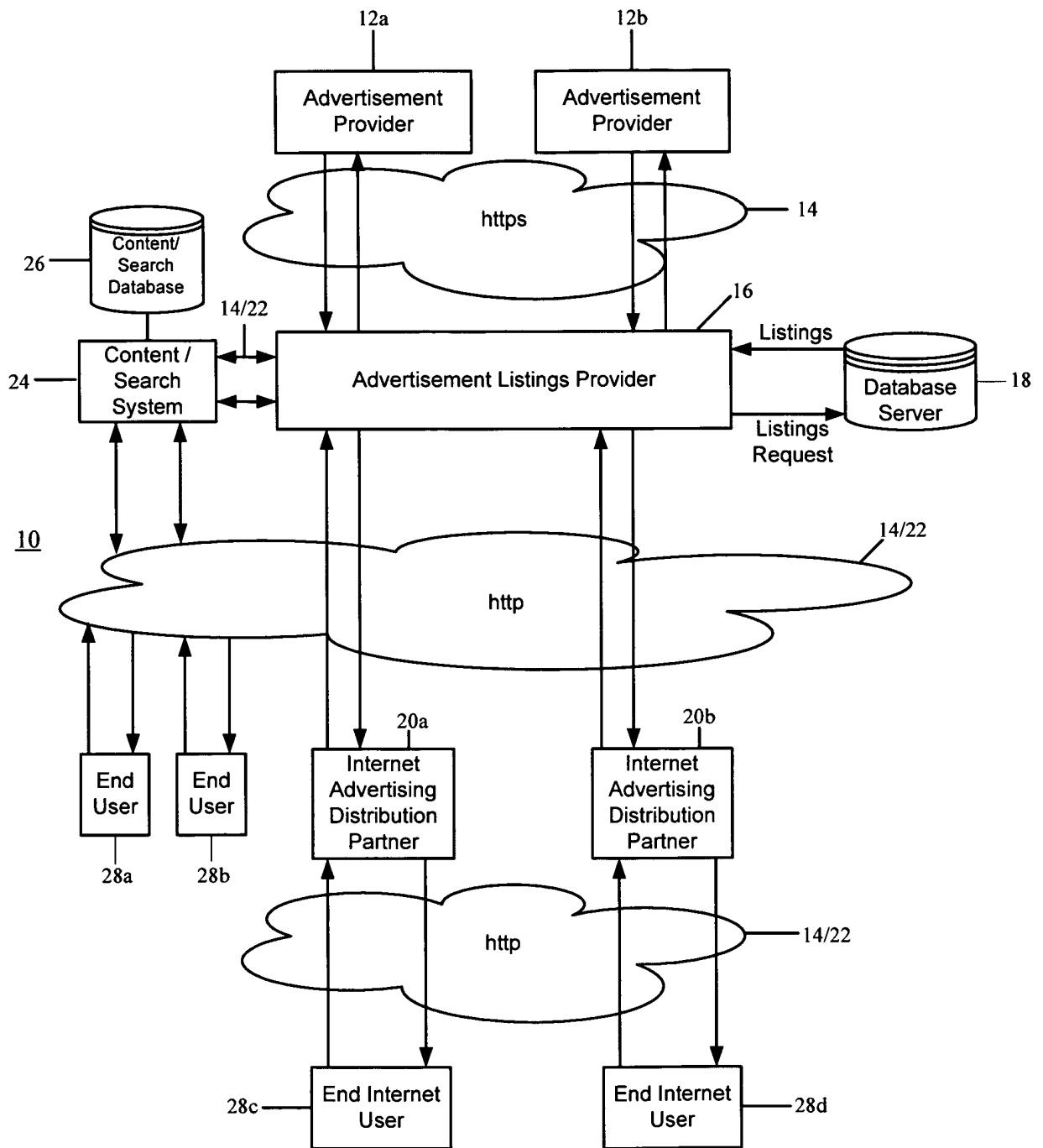


Fig. 3

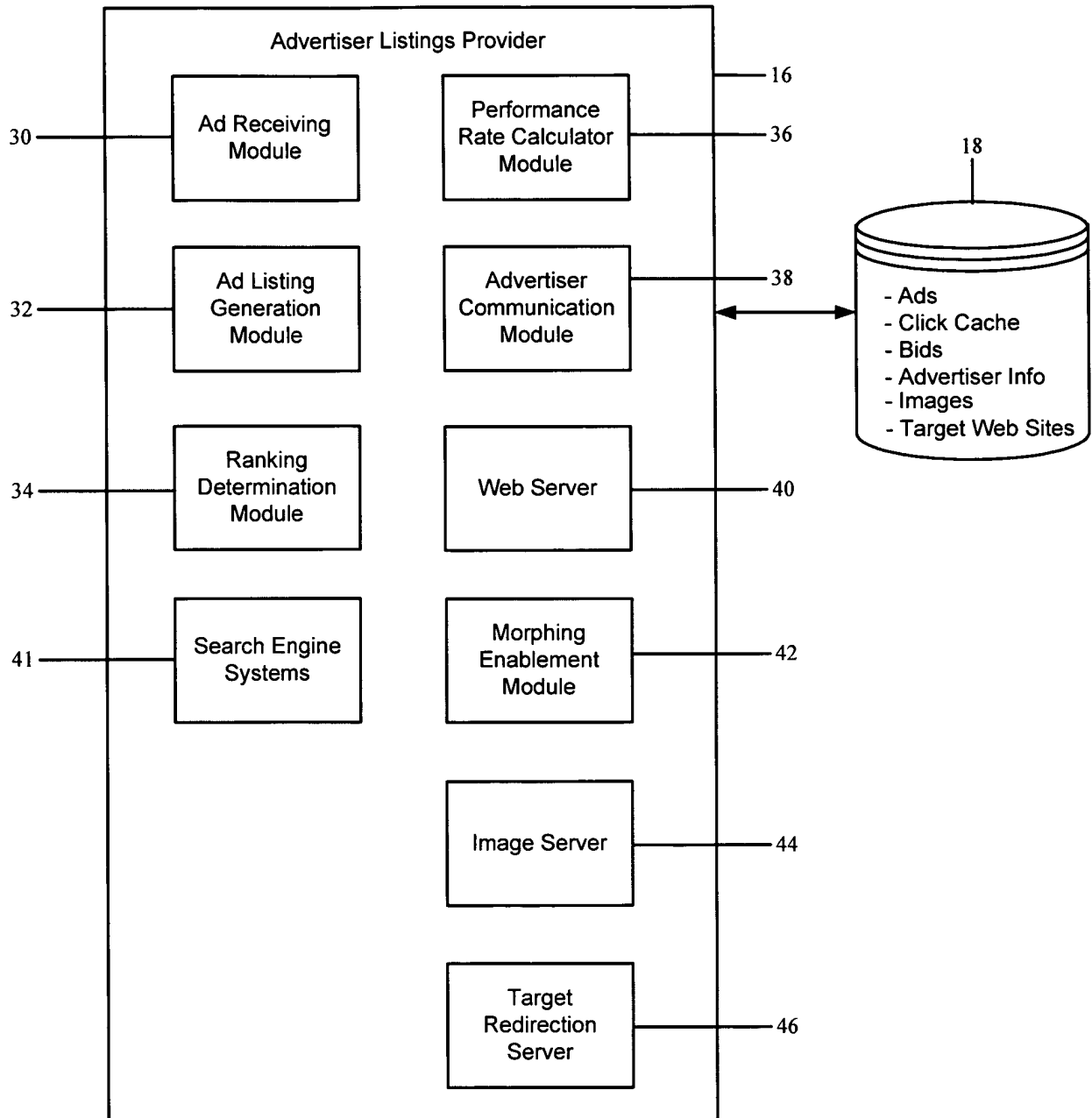


Fig. 4

BackForwardStopPrintHistoryFavorites

http://www.newsexample.com

XYZ Reports Record Earnings

In today's news, ...XYZ reported that it had exceeded all previous earnings. As the leading wildlife tours supply company in the world, the new trend in wildlife touring has provided a demand for its products, including binoculars, all-weather gear, and animal behavior manuals.

In the quarter ending December 31, 2003, XYZ reported earnings of \$252 M. It has turned a once sleepy industry into a major household name.

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Worldwide unique, small group wildlife safaris

www.nathab.com

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WildlandTours

Escorted holidays in Newfoundland

Amazing days and comfortable nights

www.wildlands.com

Interest:

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500110105

Fig. 5

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Advertisement

Pictures

Gear

Wildland Tours

Experience the world's largest gathering of humpback whales...

Explore the home of the first Viking explorers...

"Thank you for helping to make my stay one of the most remarkable holidays I have ever had."

St. John's, NF, Canada, A1C 5J9

Phone (709) 722-3123

Fax (709) 722-3335

E-mail wildtour@nfld.com


www.wildlands.com

Fig. 6

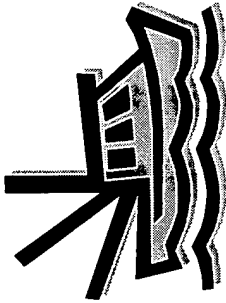
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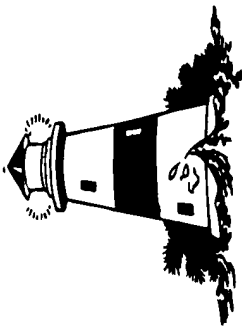
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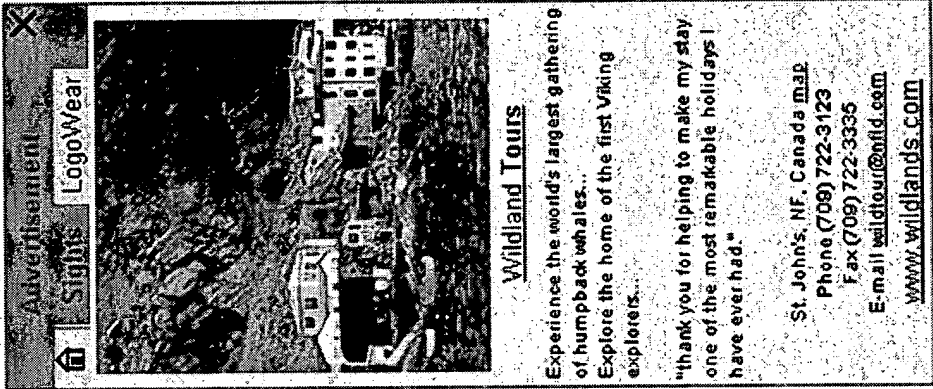
Whales



Boats



Lighthouses



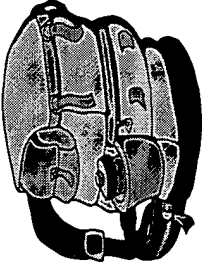
Wildland Tours
 Experience the world's largest gathering of humpback whales...
 Explore the home of the first Viking explorers...
 "Thank you for helping to make my stay one of the most remarkable holidays I have ever had."
 St. John's, NF, Canada map
 Phone (709) 722-3123
 Fax (709) 722-3335
 E-mail wildtour@wild.com
www.wildlands.com

200

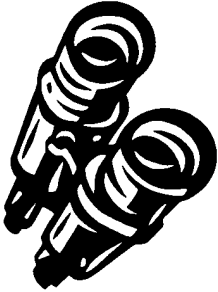
Fig. 7

Back	Forward	Stop	Print	History	Favorites
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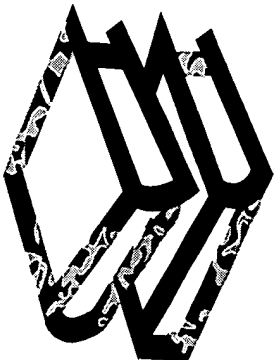
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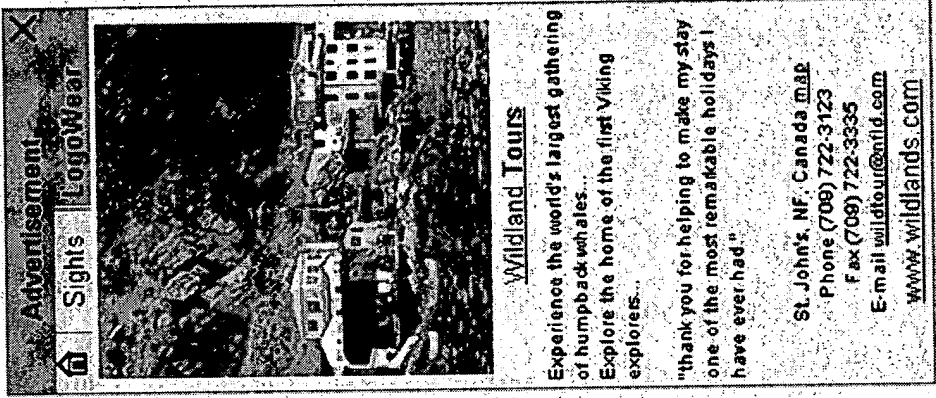
Backpacks



Binoculars



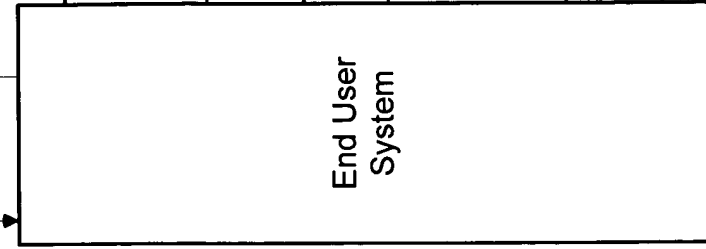
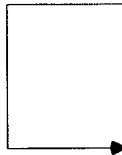
Animal Behavior Books



200

Fig. 8

Morph



Search/Content Request

Page with content/search and one or more morphing ads, each in one of its forms

User selection of menu item option

Contents referenced by option plus same morphing ad

User selects home

Original search/content page and original morphing ad in full view

Ad Image/Audio/ 1 X 1 etc. retrieval on morphing

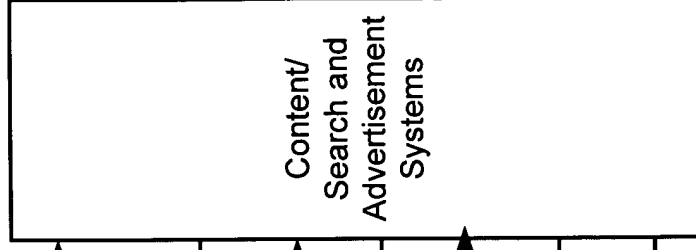


Fig. 9

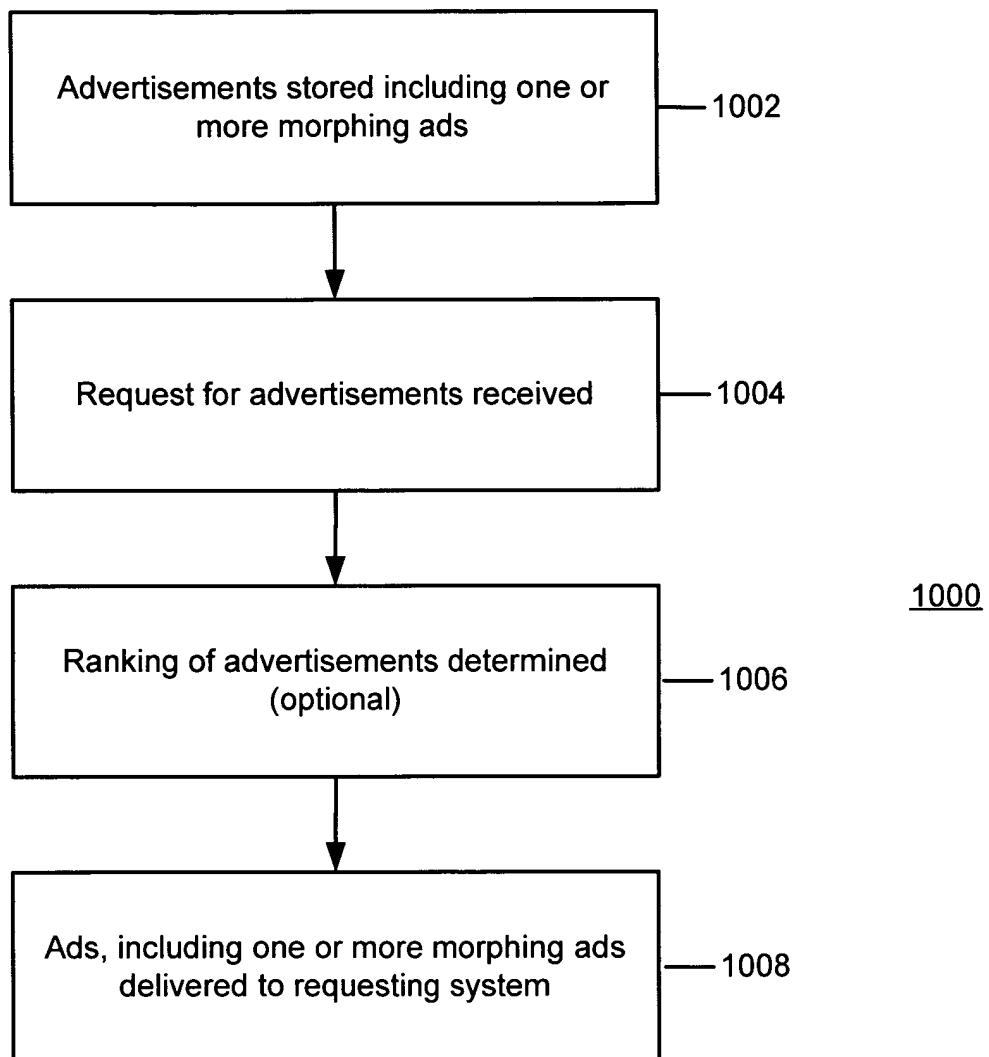


Fig. 10

1100

1104

Sample Ad:

Unexpanded

WildlandTours

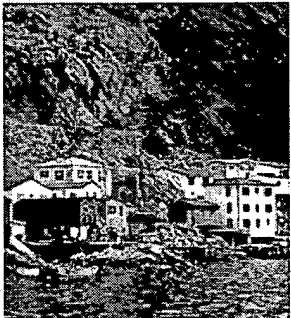
Escorted holidays in Newfoundland
Amazing days and comfortable nights
www.wildlands.com
Interest:

[See your message here ..](#)

Expanded

Advertisement

[Pictures](#)
[Gear](#)



Wildland Tours

Experience the world's largest gathering of humpback whales...
Explore the home of the first Viking explorers...

"thank you for helping to make my stay one of the most remarkable holidays I have ever had."

[St. John's, NF, Canada, A1C 5J9](#)
 Phone (709) 722-3123
 Fax (709) 722-3335
 E-mail wildtour@nfld.com
www.wildlands.com

Unexpanded Ad Input Section 1108

Headline 1124

Wildlife Tours

Description line 1 (max 35 chars) 1126

Escorted holidays in Newfoundland

Description line 2 (max 35 chars) 1128

Amazing days and comfortable nights

Display URL (max 35 chars) 1130

www.wildlands.com

Destination URL 1132

www.wildlands.com

1118

Expanded Ad Input Section 1106

Image URL

[http\www.wildlands.com\pic](http://www.wildlands.com/pic)

Contact Info 1122

St. John's NF, Canada, A1C 5J9
 Phone (709) 722-3123
 Fax (709) 722-3335
 E-mail wildtour@nfld.com
www.wildlands.com

Menu Title 1

Pictures 1110

Menu Title 1 URL 1112

[http\www.searchengine.com\images&picno=56317879](http://www.searchengine.com/images&picno=56317879)

Menu Title 2 1114

Gear

Menu Title 2 URL 1116

[http\www.searchengine.com\sales&itemno=16982&55218&79188](http://www.searchengine.com/sales&itemno=16982&55218&79188)

Expanded Text Input 1120

Experience the world's largest gathering of humpback whales... Explore the home of the first Viking explorers...
 "Thank you for helping to make my stay one of the most remarkable holidays I have ever had."

Fig. 11